

ECONOMY IN THE TAMPERE REGION IN 2015



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STATISTICS

LEAD ARTICLE

THE GLOBAL ECONOMY CHALLENGES COMPANIES IN THE TAMPERE REGION

Based on the statistics, 2014 was zero year for growth. It presented a sort of stagnation period in Finland and in the Tampere Region. The statistics, however, presents just a single aspect. Every one of us can observe how the businesses in the Tampere Region are coping from day to day. At the global market, industry has been acclimatized to constant regeneration. The next wave in industry will multiply the use of information technology. The businesses in the Tampere Region have been at the forefront when it comes to introducing intelligent machinery. The business policy of the Tampere Region has embraced intelligent machinery as a priority.

New models for success are already here. For example, by combining the expertise in information and computer technology to expertise in graphic design and media, totally new methods of work will emerge. Independent start-ups that employ only a couple of people have been able to generate innovations that are worth billions. Minecraft, with its simple graphics, is the brainchild of a Swedish game creator. The game has tens of millions of users all over the world. Microsoft acquired the company that produced Minecraft for the price of over two billion euros. Colossal Order, a Tampere-based game development studio that employs 13 people has created one of the year's most successful games for PC platform. The story of Supercell also continues victoriously.

Constant regeneration and innovation are already a part of the business DNA. Still, even that is not enough if we cannot keep our production costs at an acceptable level. The export statistics paint a gloomy picture. Finland has to acknowledge the facts and necessary measures must be taken. The measures should not be based on overly optimistic expectations.

There are currently over a hundred massive investments of over 40 million euros underway in Finland. Many of those investments incorporate businesses from the Tampere Region. There are, for instance, Tampere Region businesses that are building the technology for major ship orders.

There has been a wealth of good business news in the Tampere Region. Shopping centre Ratina will be built in Tampere city centre. The total value of the investment is approximately EUR 240 million. In the future, Ratina will become even more accessible with the completion of the Rantaväylä tunnel project in 2017. The Tampere University Hospital area will be seeing noteworthy investments. The Ranta Tampella housing project will be opening up new opportunities – The city of Tampere is making a net profit of nearly 10 million euros from just the first block of the project. The retailing conglomerate KESKO will also be starting 50 million euros worth of investments in the Tampere Region in 2015.

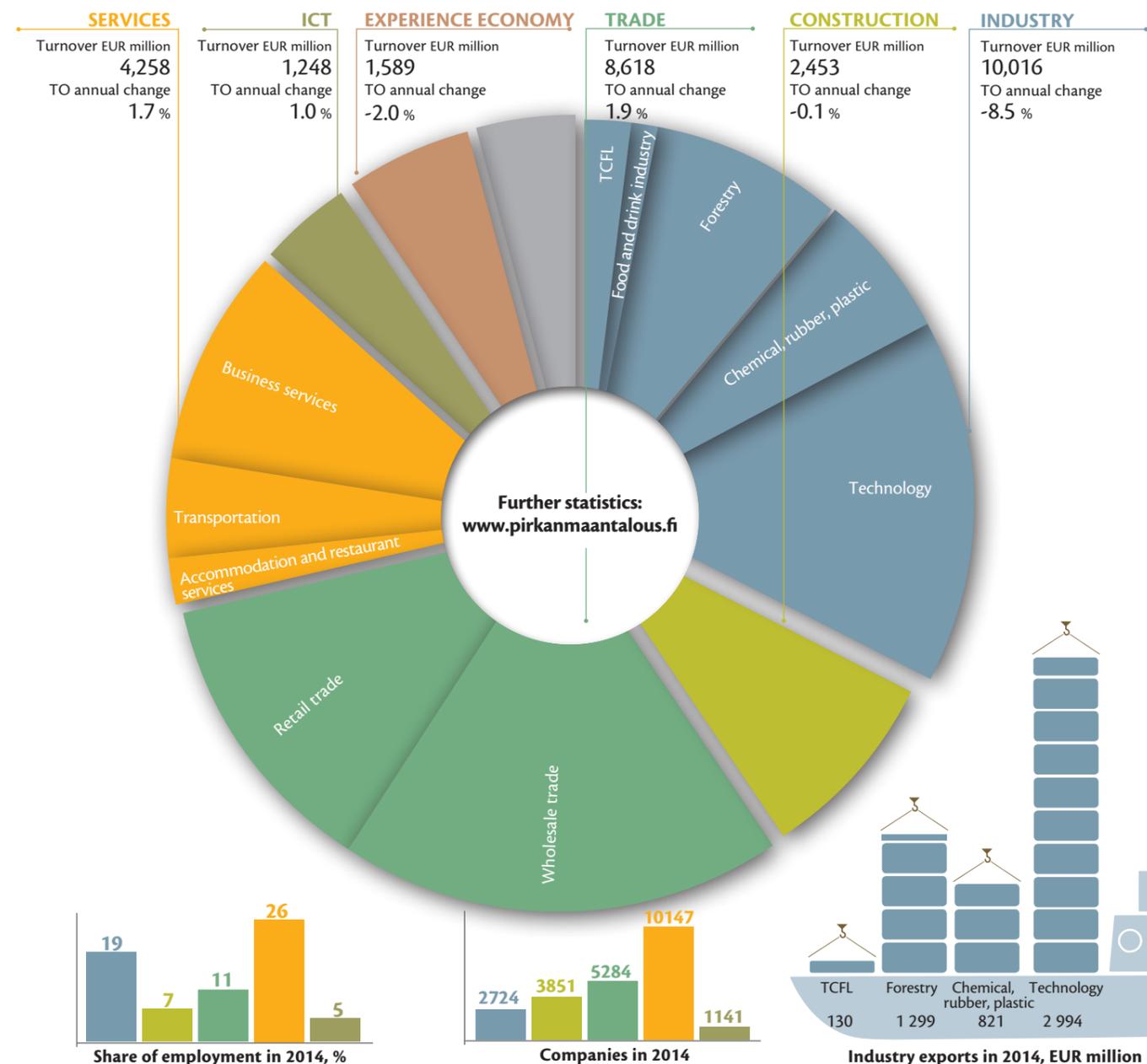
The Tampere Region is one of the few regions in Finland that continues to grow in population. In the 21st century, population growth in the Tampere Region has been 11 %. In continental Finland, only the Helsinki-Uusimaa Region has enjoyed a larger population growth.

As the Chair of the Tampere Chamber of Commerce and Industry I have followed closely the tidings from our member businesses. Naturally, the expectations are a little lower than they were a year ago. Nevertheless, almost half of the heads of businesses are expecting turnover growth in 2015. That is a good sign!

Jari Alanen, Chair of the Tampere Chamber of Commerce and Industry



	2014	2013		2014	2013
TURNOVER All business sectors	2014 estimated EUR 29,092 million	EUR 29,765 million	POPULATION 08/2015	505,467	30.6.2014 500,166
Change in turnover	-2.3 %	-1.5 %	EMPLOYED QII/2015	224,500	QII/2014 226,000
TURNOVER Industry 2014 estimated	EUR 10,016 million	EUR 10,921 million	UNEMPLOYMENT RATE QII/2015	15.7 %	QII/2014 14.1 %
Change in industry turnover	-8.5 %	-3.5 %	ESTABLISHMENTS	32,828	32,318
EXPORT Industry	EUR 5,634 million	EUR 6,301 million			
Change in export	-10.9 %	0.3 %			



Standard Industrial Classification TOL 2008
 The turnover, export, and salary information in this review is based on data delivered by Statistics Finland's tailored trend indicator service. The main source of information is Finnish Tax Administration's payment control data which covers all VAT registered businesses and all employers that pay salary on a regular basis. The information is calculated at the level of companies. The latest information in this review (pages 3 and 5) is based on data delivered by Statistics Finland's tailored trend indicator service on September 30th 2015 and all the other figures on corresponding data delivered on June 30th 2015.

CONSTANT DEVELOPMENT IS THE BEST WAY TO KEEP UP WITH THE COMPETITION

Javasko Oy is an engineering company that has operated in Mänttä-Vilppula for 30 years and is known for high quality products and security of supply. We are a developing and growing business; in 2015 our turnover is estimated to grow by approximately 30 %. We provide products ranging from individual components to complete devices to suit customer needs. Our whole operation is based in the Northern Tampere Region. We have three production plants and we employ approximately 150 people. Approximately 20 % of our production is exported, mainly to Nordic countries.

Our success has been built on hard work. Our 30 years include both good and bad periods. During the good periods we have developed our operation and made investments, which investments have then carried us over the worse periods. We operate on the principle that development must never cease. We are constantly renovating our machinery and developing automation and our production process. Our latest remarkable project was to train our entire staff in Lean thinking.

The Tampere Region is a stronghold of mechanical engineering industry. We have been actively searching for opportunities for cooperation within the sector, especially when it comes to division of work. This enables us to concentrate on our core competencies. The Mänttä-Vilppula Development Agency is doing excellent work in cooperation with businesses. Due to the fact that Mänttä-Vilppula is somewhat remote, we have had to work hard in order to secure a skilled workforce. Some of our staff have been trained by the company, starting from the very basics. Otherwise, our location is excellent. The city of Jyväskylä, the Coastal region, as well as the Capital region, all lie within a relatively short distance.

Our sector will undoubtedly continue its development along the trend that has been visible from the beginning of the 21st century. The adjacent regions have been developing and there is a lot of foreign competition from the eastern member states of the European Union. It is important for Finland to maintain its competitiveness. One must not ever stop. One has to keep moving constantly. Development must continue, as well as the search for new opportunities. Also, sales are extremely important – after all, that is what generates all of our work.

Jarmo Korpela, Javasko Oy

The Tampere Region is a stronghold of mechanical engineering industry.



THERE IS NO NEED FOR EVERYONE TO STUMBLE ON THE SAME OBSTACLES

Lymed Oy has been the forerunner and prime developer of pressure garments for the last 22 years. Our main goal is to improve the quality of life for humans and animals. We are the only company in the world utilizing medical pressure treatment across a wide variety of applications. All our operations, including production, take place in Tampere city centre from which our products are exported to over ten countries across the world. We think of ourselves as masters of handicraft that have successfully turned their craft into viable products.

It is no easy task to flourish in a marginal range of products – we can manage it only by constant development of our products and expertise. We make no empty promises. If there is something that we cannot do we will take the time to learn it. We do our best to avoid outsourcing, which keeps our operations real. We have a sense of humour and our true selves can be seen in our range of products.

The main components of our success are open mindedness, concentrating in exports, individual expertise, and a casual atmosphere of getting things done. Our aim is to create new treatment practises and products. Our operations do not adhere to traditional business models. Our Lymed spirit and a strong sense of being Finnish have given us an edge in international market that we are determined to maintain as our company expands.

Textile industry is facing an unpromising future which has led to less future professionals being trained. In order to meet the changing needs of our sector, the training institutions should step up and improve the contacts between the future professionals and textile industry.

The power of business cooperation is often underestimated. We need more networks and forums in which businesses can create new contacts and share their knowhow. Sharing and comparing experiences with peers is important. Via networking, businesses can utilize the available services, share some of the costs, as well as develop products and solutions to meet the needs of other businesses. Every business should have at least one 'business buddy', even from a different sector. There is no need for everyone to stumble on the same obstacles when it can be avoided by sharing experiences.

Teija Toikka, Lymed Oy



We need more of truly functional networks and forums in which businesses are able to create new contacts and share their knowhow.



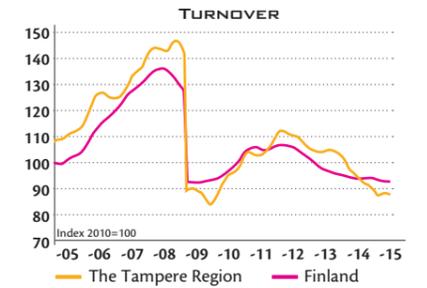
TECHNOLOGY INDUSTRY

TOL 24–30: manufacture of basic metals; manufacture of fabricated metal products, except machinery and equipment; manufacture of computer, electronic and optical products; manufacture of electrical equipment; manufacture of machinery and equipment n.e.c.; manufacture of motor vehicles, trailers and semi-trailers; manufacture of other transport equipments.

Technology industry turnover fell by 18.4 % in the Tampere Region in 2014. The decline could be seen throughout all four quarters. Turnover declined by 17.2 % in QI, 22.5 % in QII, 14.7 % in QIII, and 19.1 % in QIV. The downward trend was, however, ended in the Tampere Region in the beginning of 2015 when there was a rise of 1.4 % in turnover during January, February, and March. During the same period, turnover in Finland still declined by 0.7 %.

Exports in technology industry fell even more than turnover. In 2014 exports fell by 21.2 %. QI of 2015 saw the exports starting to rise again. Compared to 2014, exports in the Tampere Region rose by 4.6 %.

Turnover 2014 estimated
EUR 4,434 million
Change in turnover -18.4 %
Export 2014 EUR 2,994 million
Change in export 2014 -21.2 %
Companies QI/2015 976



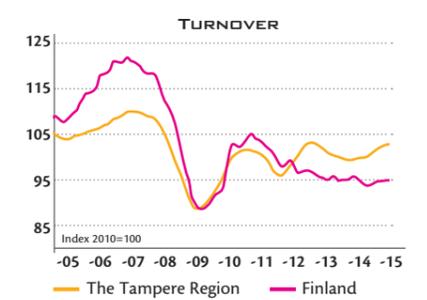
FORESTRY

TOL 16–17: manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials; manufacture of paper and paper products

The forestry turnover in the Tampere Region increased by 1.4 % compared to the previous year. The turnover fell by 0.8 % in QI. For the rest of the year, the turnover was rising from April to June by 0.5 %, from July to September by 0.2 %, and from October to December by 5.6 %. The growth continued in 2015 with the turnover rising by 4.1 % in QI. During the same period, the forestry turnover in Finland fell by 0.5 %.

Exports also rose by 1.5 % compared to 2013. During the first two quarters exports were declining but from July to September there was a rise of 0.3 % and from October to December no less than 6.9 %. The strong growth continued in 2015 with a rise of 7.0 % from January to March.

Turnover 2014 estimated
EUR 2,364 million
Change in turnover 1.4 %
Export 2014 EUR 1,299 million
Change in export 2014 1.5 %
Companies QI/2015 423



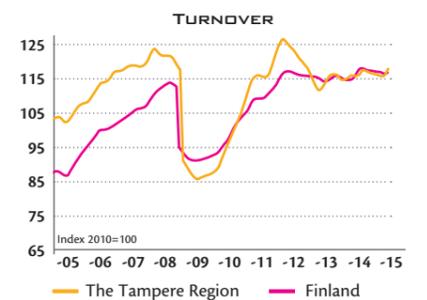
CHEMICAL, RUBBER & PLASTIC

TOL 20–22: manufacture of chemicals and chemical products; manufacture of basic pharmaceutical products and pharmaceutical preparations; manufacture of rubber and plastic products

In 2014 the turnover of chemical, rubber & plastic production started to rise after a couple of slower years with a rise of 2.7 %. From January to March, the turnover rose by 6.6 %, from April to June there was an increase of 0.4 %, from July to September 1.3 %, and from October to December 3.2 %. The growth continued with an 0.7 % increase in turnover over QI of 2015. As a country, Finland saw an 1.7 % increase in turnover in the first quarter of 2015.

The exports of these sectors rose by 2.4 % in 2014. The beginning of 2015 heralded a further 2.9 % increase in exports.

Turnover 2014 estimated
EUR 1,608 million
Change in turnover 2.7 %
Export 2014 EUR 821 million
Change in export 2014 2.4 %
Companies QI/2015 143

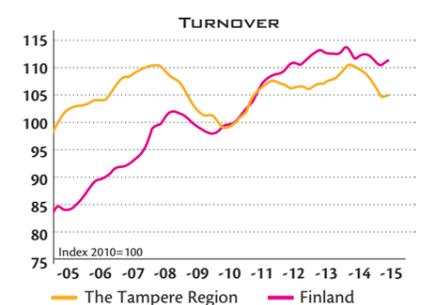


FOOD AND DRINK INDUSTRY

TOL 10–12: manufacture of food products; manufacture of beverages; manufacture of tobacco products

The turnover of food and drink industry in the Tampere Region rose by 0.3 % in 2014. The first and final quarters, however, saw a decline in turnover. From January to March the decline was 0.3 %, and from October to December it was 2.5 % compared to the previous year. The growth in QII was 3.7 %, and QIII saw a growth of 0.6 %. In QI 2015, the turnover of food and drink industry in the Tampere Region fell by 4.7 %. During the same period, Finland saw a decline of 1.8 %.

Turnover 2014 estimated
EUR 591 million
Change in turnover 0.3 %
Companies QI/2015 139



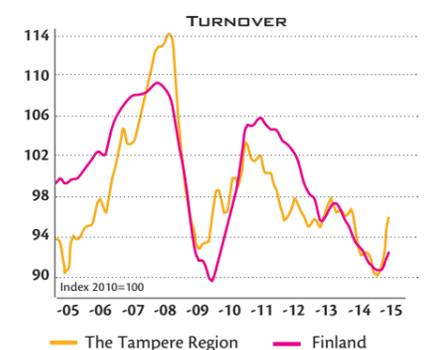
TCLF

TOL 13–15: manufacture of textiles; manufacture of wearing apparel; manufacture of leather and related products

The turnover of textiles, clothing, leather, and footwear sector fell by 3.7 % in the Tampere Region in 2014. Even though QI saw an increase of 1.8 %, the other quarters saw a decline in turnover compared to the previous year. In QII the decline was 5.6 %, in QIII 4.8 %, and in QIV 5.7%. From January to March in 2015 the sector's turnover in the Tampere Region fell by 2.1 %. Meanwhile, Finland saw an increase of 0.2 %.

In 2014, the exports from the Tampere Region fell by 2.1 %. QI of 2015 heralded a return to growth with an increase in exports of 1.4 %.

Turnover 2014 estimated
EUR 270 million
Change in turnover -3.7 %
Export 2014 EUR 130 million
Change in export 2014 -2.1 %
Companies QI/2015 139

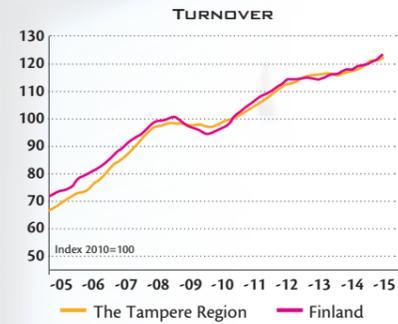


BUSINESS SERVICES

TOL K (64-66): financial service activities, except insurance and pension funding; insurance, reinsurance and pension funding, except compulsory social security; activities auxiliary to financial services and insurance activities

The turnover of business services in the Tampere Region rose by 2.8 % in 2014. The growth could be seen across all four quarters. For the first three quarters, the growth was steady: from January to March it was 1.1 %, from April to June 1.3 %, and from July to September 1.8 %. From October to December the positive trend strengthened even more with a registered increase of 6.7 %. Q1 in 2015 saw an increase of 3.3 % in the Tampere Region and 4.4 % in Finland.

Turnover 2014 estimated	EUR 2,495 million
Change in turnover	2.8 %
Companies Q1/2015	6,940

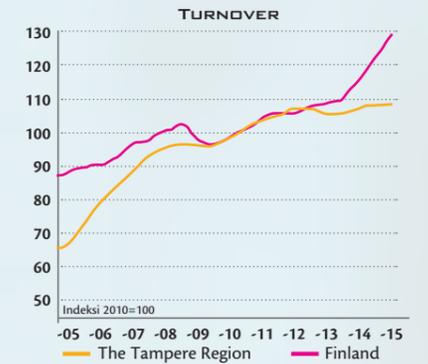


INFORMATION & COMMUNICATION

TOL J (58-63): publishing activities; motion picture, video and television programme production, sound recording and music publishing activities; programming and broadcasting activities; telecommunications; computer programming, consultancy and related activities; information service activities

In the information & communication sector, the total increase in turnover in the Tampere Region in 2014 was 1.8 %, whereas in 2013 there was a decline of 3.5 %. From January to March in 2014 the sector's turnover in the Tampere Region fell by 0.2 %. The next three quarters saw a positive trend. In QII, the increase was 3.2 %, in QIII 0.9 %, and in QIV 3.0 %. The positive trend carried into 2015 with a 1.0 % increase in the sector's turnover in our region. During the same period, the increase in Finland was a staggering 13.0 %.

Turnover 2014 estimated	EUR 1,272 million
Change in turnover	1.8 %
Companies Q1/2015	1,109



THE OPPORTUNITIES IN DIGITALIZATION SHOULD NOT BE RESTRICTED

Born of an asset deal, the programming company Oscar Software employed just a couple of people at the beginning. Now, after a decade, we have grown into a company that has a turnover of 5 million euros and employs over 60 professionals. Most of our approximately 500 customers are located in Finland. We have, however, been able to also sell our system to other Baltic countries.

Our success is based on strong sales and marketing. Being able to sell a resource planning system requires a thorough understanding of the customer's situation and is not possible without expertise. We are a partner to our customers. We do not only sell the software. We also assist in its implementation and offer our support in developing our customer's business. Our biggest competition comes from international giants. They make their decisions and customize their products far away from the Finnish customers. We are close to our customers, so we can react quickly to their requests. We are not faceless.

We invest heavily on product development. Not a day passes without improvements to our systems. We listen to our customers and we have innovation meetings on a regular basis. When a customer needs something to be done, we do not only fulfil the request but we think about possible improvements to it. We also have special product improvement workshops over local area network. There we seek to find new aspects into resource planning, even if the ideas often seem far-fetched at the first glance.

Digitalization creates new technologies and changes the way that systems are utilized. In the past, resource planning systems were only accessible to a few persons. Now everybody in the organization can use them, even if the user interface and access to information may be limited. As the new generations have been born into a digitalized world, the systems and their usability face a new set of challenges.

Our main base of operations is located in the Tampere Region. The location is central and the distance to Helsinki-Vantaa Airport is reasonable. The learning institutes in the Tampere Region guarantee that we have no shortage of skilled employees. We are able to maintain a good dialogue with the institutions via the ICT committee in Tampere Chamber of Commerce and Industry. In the Tampere Region, there are no hindrances to success. That being said, every business has the responsibility to find the keys to its own success. The most important role for any region is to forward change, not to hinder it. Digitalization, and the opportunities it offers, should be able to proceed without obstacles.

Simo Salminen, Oscar Software Oy

We are close to our customers, so we can react quickly to their requests.



WE NEED EMPLOYMENT-BASED IMMIGRATION

Colossal Order was founded in the aftermath of a mobile game developer studio's co-operation negotiations. At that time, four game developers decided to found their own company for creating simulation games for the PC platform. Our first game, Cities in Motion, was published in 2011. Since then, we have published two more games. The latest one, Cities: Skylines, was an enormous success.

We are 100 % Tampere Region based and our focus is in developing games. Our games are sold and marketed by a Swedish distributor. There exists no Finnish alternative to take care of the distribution. Within a year, we have doubled our staff and our turnover has been increased tenfold.

In the next five years, we aim to develop a game per year. We want to establish our company as a proven and high quality brand in the strategy simulation market. Our high quality stems from teamwork and from listening to our customers.

Everything we do is based on teamwork. As a managing director, I am responsible for the business decisions. This enables our staff to concentrate on their individual areas of expertise. Our employee satisfaction is on a high level because we value our employees and recognize their value in our organization. We also limit their working hours to avoid exhaustion. A happy and well rested employee can be relied upon, and reliability is the thing that we are aiming for.

Our sector has potential in the Tampere Region but taking full advantage of that potential requires making the region even more attractive from an international perspective. Employment-based immigration is a must for our sector. Thus it would be beneficial to make immigration to the Tampere Region as uncomplicated as possible. We need skilled employees, and we must search for them even from abroad. In addition, the quality of education in the region needs to improve, which requires recruiting teachers from abroad.

We live in a small country but operate on an international market. Other game developers in the Tampere Region are not in direct competition with us, so there is a possibility of sharing a significant amount of information on successful game design within the sector. Prospering in business by creating good games makes the whole region internationally more attractive. This enables us to find more experts and investors.

Mariina Hallikainen, Colossal Order Ltd.

Our sector has potential in the Tampere Region but taking full advantage of that potential requires making the region even more attractive from an international perspective.



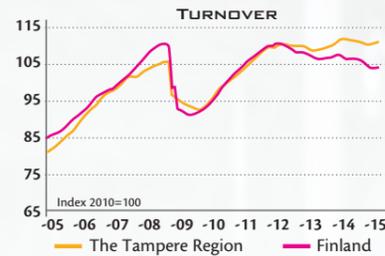
TRADE

TOL G, TOL 45–46: wholesale and retail trade and repair of motor vehicles and motorcycles; wholesale trade, except of motor vehicles and motorcycles; TOL 47 retail trade, except of motor vehicles and motorcycles

The turnover of trade sector rose by 2.0 % in the Tampere Region in 2014. This development counteracted the slight decline in the previous year. Wholesale trade increased by 3.5 %, whereas retail increased only by 0.1 % compared to the previous year.

In 2015 trade in the Tampere Region fell by 1.2 %. In 2015 Q1 saw the wholesale in the region fall by 0.4 %. The corresponding figure for all of Finland was 4.0 %. Retail in the Tampere Region fell by 2.6 % in Q1 2015, while the decline in Finland was 0.3 %.

Turnover 2014 estimated	EUR 8,626 million
Change in turnover	2.0 %
Companies Q1/2015	5,169

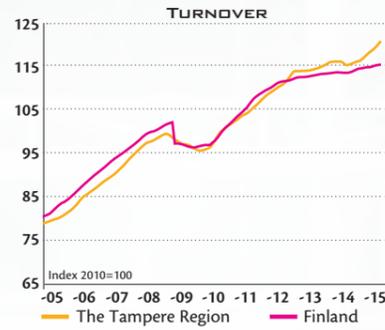


ACCOMMODATION AND RESTAURANT SERVICES

TOL I (55–56): accommodation; food and beverage service activities

The turnover in accommodation and restaurant services rose in the Tampere Region by 0.9 % in 2014. Compared to the previous year, growth could be seen across all four quarters: from January to March the turnover rose by 1.3 %, from April to June 0.4 %, from July to September 0.2 %, and from October to December 1.8 %. The positive trend continued into 2015 with a growth of 4.5 %. In Finland the sector's turnover rose by 2.2 % during the same period.

Turnover 2014 estimated	EUR 601 million
Change in turnover	0.9 %
Companies Q1/2015	1,286



PRIZE-WINNING SERVICES

Tampere Hall has been voted six times the best congress venue in Finland. With approximately 700 events and 300 000 visitors per year Tampere Hall is one of the most prominent event and congress centres in Finland. Tampere Hall yields significant benefits for the Tampere Region. Our visitors' direct annual spending is approximately 35 million euros.

Our customer satisfaction and customer retention are top notch, as well as our reputation. Over the years, many VIPs have visited us, among others Tom Jones and Bill Clinton. Tampere Hall is also home to the Tampere Philharmonic Orchestra, the only full-scale Finnish symphony orchestra outside Helsinki.

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Tampere Hall has been voted six times the best congress venue in Finland.

The number of visitors has been constantly growing but the highest peak lies still in the future. There will be a major functional reorganization of our premises by the centennial year of Finnish independence in 2017. The most significant renovation will be the Moominvalley museum, which is unique in the whole world. The museum will be relocating permanently to Tampere Hall. The museum will feature a unique collection of original works by Tove Jansson in ink, pencil, gouache and watercolour, as well as scale models by Tuulikki Pietilä.

Alongside the 1,000 square meter museum, there will be a Tove Library and a Moomin themed workshop. Adjacent to the entrance lobby there will be a cafeteria, an à la carte restaurant, a wine bar, and the museum shop. The relocation will have a significant effect on the number of visitors both to Tampere Hall and the Moominvalley museum. The current number of 50 000 annual museum visitors is expected even to double.

Well over a half of the museum visitors are Japanese. Many of them choose Tampere as a destination solely because of the Moomin. Our dream is to make Tampere into one of the brightest attractions in Finnish tourism. In order to achieve this goal, we are increasing our marketing efforts. Aside from the growth in visitor numbers, the Moominvalley museum and expanded restaurant services will increase Tampere Hall's comfort and appeal as a congress and cultural centre.

It feels right that the Moomin found their new home here. Our philosophy centers on hospitality, openness, and courtesy – exactly like the Moomin. We make our own trails and are not afraid to embark on an adventure when we come across one. As Little My said: A settled life does not offer any excitement!

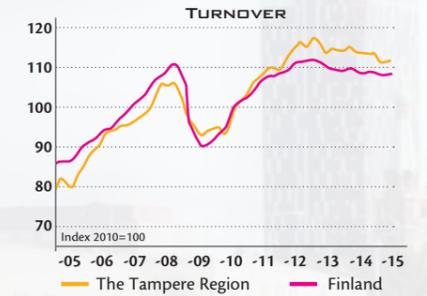
Erika Eischer, Tampere-talo

TRANSPORTATION

TOL 49–53: land transport and transport via pipelines; water transport; air transport; warehousing and support activities for transportation; postal and courier activities

Transportation in the Tampere Region continued its decline with a 1.3 % decrease in turnover compared to 2014. For the first three quarters, the decline was slight. From January to March the turnover fell by 0.4 %, from April to June 1.2 %, and from July to September 0.4 %. In the final quarter the decrease was 2.9 %. In Q1 2015 the turnover in transportation fell by 1.7 % in the Tampere Region, and in Finland the decline was 0.7 %.

Turnover 2014 estimated	EUR 1,152 million
Change in turnover	-1.3 %
Companies Q1/2015	1,754

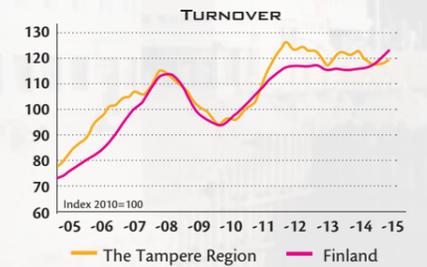


CONSTRUCTION

TOL F (41–43): construction of buildings; civil engineering; specialised construction activities

The turnover in construction in the Tampere Region decreased in 2014 by 0.3 per cent. The year started with a positive note with an increase of 1.7 % in Q1 and 3.6 % in QII. The third quarter, however, began with a downward trend, and the turnover fell by 3.4 %. The final quarter saw a further decline of 2.0 %. The first quarter of 2015 saw a decline of 2.0 % in the Tampere Region, while the sector's turnover in Finland rose by 5.1 %.

Turnover 2014 estimated	EUR 2,464 million
Change in turnover	-0.3 %
Companies Q1/2015	3,851



A NEW SHOPPING CENTRE TO THE CENTRE OF TAMPERE

Sponda is a stock listed real estate investment company that buys, rezones, develops, and redevelops real estate in the largest cities in Finland and Russia. Our projects include, for instance, the approximately 90,000 square meters of logistics and office space in Vuosaari Harbour and the redevelopment of Alko's old factory building into the Helsinki Court House.

Now we are facing our largest challenge yet: Building the Ratina shopping centre. The complex will be built on a plot of land between the Ratina Stadium and Tampere Bus Station, an area that has long been on the rezoning list of the City of Tampere. The project is regionally significant as the shopping centre will be one of the largest investments ever to take place in the city centre.

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Developing the centre of Tampere is going to increase the city's appeal.

We were able to secure the project via the design contest held by City of Tampere. The criteria in the contest were the price offered for the plot of land and the functionality of the plans. While we offered a competitive price for the plot, our real strength was in the functionality of our plan.

The designers behind the ecological architecture that respects the functionalism present in the area are the proven partnership of professors Jussi Murole and Tuomo Siitonen. Some buildings in the surrounding area, the Vuoltsu block, will also be renovated and integrated into new aggregates. The classic red brick style of the area will be respected. Naturally, the protected buildings will not be touched.

The Tampere Region is the next fastest developing growth centre in Finland after the Capital Region. The increase in population creates a need for new business spaces. We aim to expand our presence in the Tampere Region – undoubtedly, so will other real estate investment companies too.

The City of Tampere deserves a lot of praise. Developing the city centre is going to increase Tampere's appeal. The project will create directly and indirectly a lot of jobs, both in the construction phase and when completed. This in turn will feed the population growth, which makes the Tampere Region a lucrative prospect for investment also in the future.

Veli-Pekka Tanhuanpää, Sponda Oy

A new Suunto Competence Centre in Tampere

”THE NECESSARY EXPERTISE CAN BE FOUND IN TAMPERE”

Suunto is one of the leading designers and manufacturers of sport watches, diving computers, and sports instruments. Suunto has strengthened its mobile expertise by opening a new Competence Centre in Tampere.

In recent years, mobile applications' role as part of Suunto's product and service offering has grown rapidly as the use of such applications has increased. Suunto has started iOS and Android talent recruitment for the new centre.

”We have started recruiting both Android and iOS experts to the new unit, and during this autumn the aim is to increase the size of the unit to about ten persons,” says Head of the Mobile Competence Centre Sami Männistö about the recruitment needs

Männistö believes that the necessary expertise can be found in Tampere. He has long experience in international software development and mobile and web service start-ups.

”Tampere is an excellent location for us. Suunto's parent company, Amer Sports, recently acquired the sports service company Sports Tracker, and a part of the Sports Tracker team is already located here. In addition, there's

good talent in the Tampere area considering the recruitment needs of the unit”.

The Tampere Region is a good location for business

The Tampere City region is the second largest growth centre in Finland and one of the fastest growing cities. The region is in an ideal geographical location and skilled employees are easy to find and retain. For these reasons, many successful businesses, large and small, find the Tampere Region a good location for business. Lower cost levels compared to the Capital Region is another benefit of locating in the Tampere Region.

The Tampere Region Economic Development Agency, Tredea Oy, is the driving force behind marketing and selling the region to businesses, investors, tourists and experts. Tredea Oy was also instrumental in Suunto's decision to open the Mobile Competence Centre in Hervanta, Tampere.

”It has been great to be able to help a company like Suunto in its decision to locate in the Tampere city region and to offer them the best possible support in launching their operation in the region”, says Oula Välipakka, senior manager in Tredea Oy responsible for business development and investments.

The situational picture of innovation in the Tampere Region

TOWARDS NEW PARTNERSHIPS

Cutbacks in innovation funding have caused an important discussion on the direction of innovation policy. For Tampere Region this is an especially relevant question. The region's almost one billion euros invested in research and development are at European top level in proportion to GNP. Innovation has a significant effect on employment, both directly and indirectly.

It is essential to secure an adequate level of innovation funding and research. At the same time, we have to boldly evaluate the effectiveness of the activities that are funded. Will the investments be beneficial in terms of productivity, competitiveness, new jobs, and well-being? Are the chosen methods and funding instruments effective and creative?

In the Tampere Region, the situation in innovation is evaluated annually. Government, university and business organisations create in cooperation a situational picture comprising of nearly 50 indicators upon which a shared interpretation and conclusions are made. Recent situational pictures are showing a need for change.

The classic innovation policy belief that joint research and development programs led by academic research and

large corporations will be enough to renovate our business sectors at an adequate pace seems not to be actualized. The export leaders are reforming only slowly and through crises. Innovation funding has been turned in part to a permanent operating aid for organisations. In universities, innovation paths and technology transfer are lacking in strength and dynamism.

We would need a greater number of ambitious gambits and experiments from teams of experts. These could create, with the support of private and public funding, high technology, high growth startups and riskier projects that are able to penetrate the international market. Those would link into new value chains and form a bridge for the Tampere Region's industrial and research strengths.

This different vision on innovation cannot be realized through the old policy, at least not with decreasing budget funds. It is essential to seek new emphasis, as well as a new kind of partnership between private and public sectors, in order to make these new experiments and their funding a reality. At the same time, however, we have to take care of the basis of our expertise, most of all the resources for highest research and education by supporting the reforms in our universities.

Petri Räsänen, Director, Innovation and Foresight Council of Tampere Region



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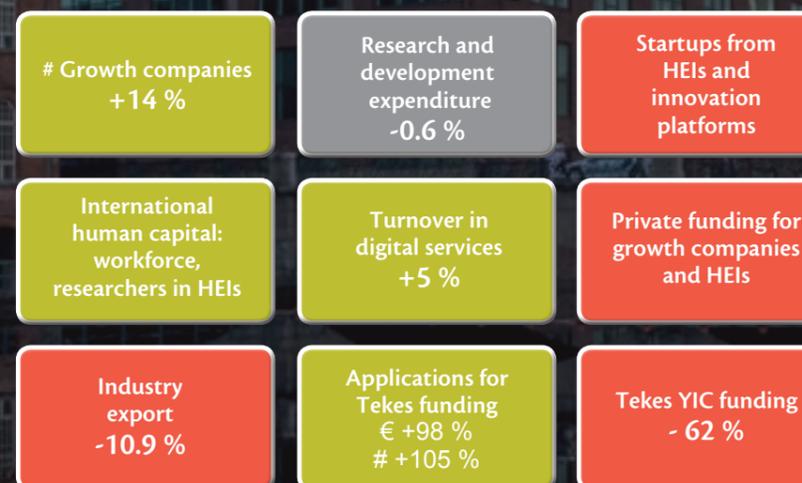
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HIGHLIGHTS 2015



Read more: <http://www.pirkanmaa.fi/en/innovation/situational-picture-innovation>

EXPLORING THE BRIGHT SIDE OF LIFE IN FINLAND AND A BUSINESS CALENDAR

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Open innovation platforms are being developed in Tampere with the help of the Six City Strategy spearhead project. Open innovation platforms are spaces or locations where creation of new value and collaboration between experts is accelerated with clearly defined problem solving processes. The platforms offer an uncomplicated environment for nimbly creating and testing new services and products.

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Published by:
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Sources:
Statistics Finland: Tailored trend indicator service, Tampere CCI,
The Tampere region Centre for Economic Development, Transport
and the Environment, Employment statistics, Council of Tampere
Region, Standard Industrial Classification, www.tilastokeskus.fi,
www.teamtampere.fi, Tredea Oy

Layout and editing: Mainio Oy, www.mainiota.fi

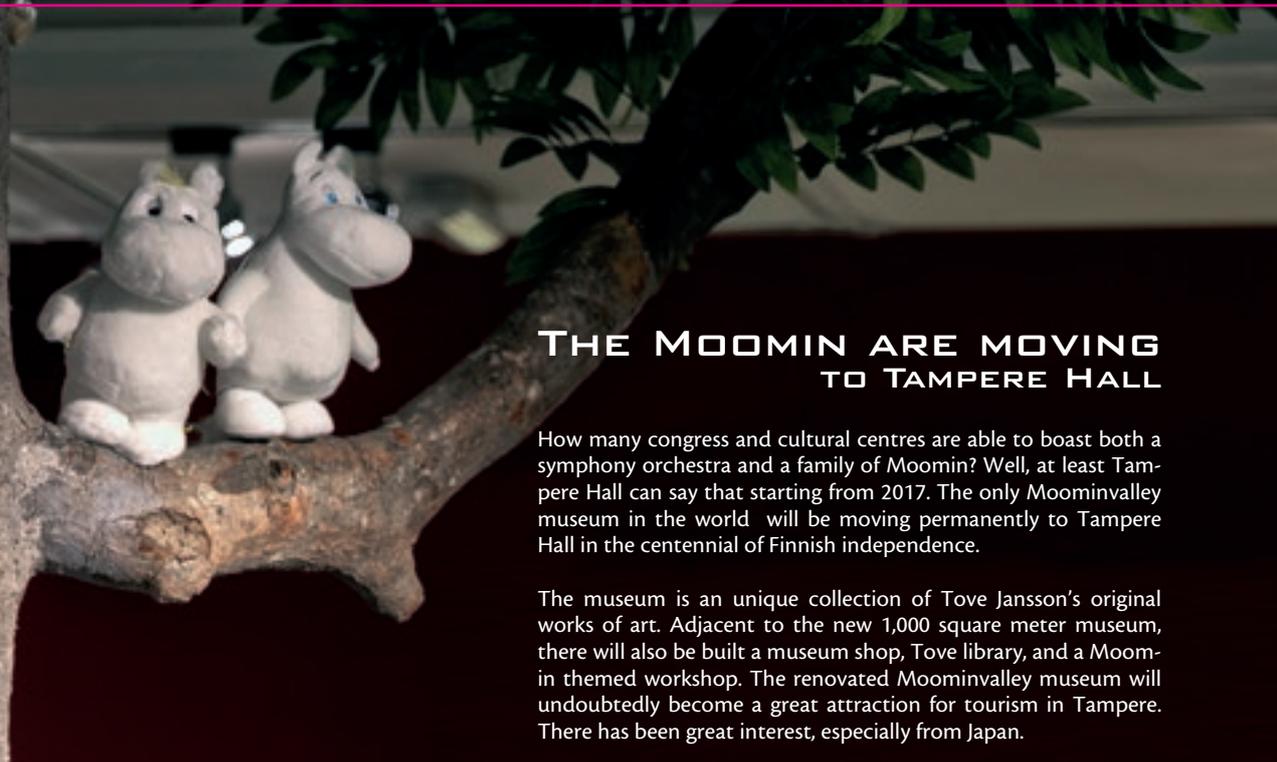
Printed in: Hämeen kirjapaino, Tampere

October 2015

Circulation 3.000



PLEASE FIND OUR ONLINE PUBLICATION, THE STATISTICS AND ARCHIVE SINCE 2002 AT:
www.pirkanmaantalous.fi



THE MOOMIN ARE MOVING TO TAMPERE HALL

How many congress and cultural centres are able to boast both a symphony orchestra and a family of Moomin? Well, at least Tampere Hall can say that starting from 2017. The only Moominvalley museum in the world will be moving permanently to Tampere Hall in the centennial of Finnish independence.

The museum is an unique collection of Tove Jansson's original works of art. Adjacent to the new 1,000 square meter museum, there will also be built a museum shop, Tove library, and a Moomin-themed workshop. The renovated Moominvalley museum will undoubtedly become a great attraction for tourism in Tampere. There has been great interest, especially from Japan.

